

AVON INDIA RUBBER CO. LTD.

Terry Comper

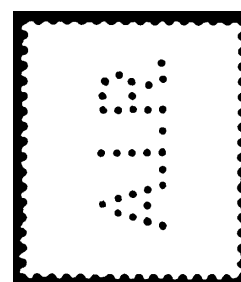
I have recently acquired this rather unusual item for my collection of King George V Seahorse perfin.



The 2/6d and 5/- seahorse are applied to a heavy duty label which is in the shape of a tyre. The front of the label is shown reduced below.



1910 - 1931



A3050.01M

The stamps are postmarked London 31st October 1931 and the two seahorses both have perfin A3050.01M which is known used by the Avon India Rubber Company. I presume that the label would have been tied directly on to the tyres using the eyelets in the label and that the front of the label showed the type and size of the tyre. The tyres were sent to an overseas address which unfortunately cannot be seen as a pink customs label has been stuck over the address. A label in the top left provides a return address of P. & G.A.A. Ltd. 4a Bloomsbury Square, London WC. Inspection of directories of the period show that this was the Parcels & General Assurance Association Ltd

I do not know what the function of the P. & G.A.A. Ltd. was, but I can conjecture that someone was touring in Europe and suffered a major tyre failure which necessitated getting new tyres sent out from Britain and that the Assurance Association provided the service.

The Avon India Rubber Company Limited was formed in 1890 on the banks of the River Avon in England. At the time, Avon had two mills, one known as Avon Mill, on the banks of the River Avon at Limpley, and another at Melksham (also on the banks of the River Avon). Avon's earliest orders for rubber products, were obtained from the War Office, the India Office, railway companies, wagon works and collieries.



The Melksham site became the Company's Corporate Headquarters and remained so for over 100 years. By 1890 the entire business had been moved to Melksham and a decision was taken to form a limited company to be named "The Avon India Rubber Co. Ltd.". The company diverged over the years to produce a full range of rubber products - golf balls, tennis balls, footwear, gas masks, medical products and homeware.

Today, well over a hundred years after its formation, Avon Rubber is an international polymer engineering group with modern, well-invested global facilities. It is a significant supplier to the world's automotive, engineering, dairy and defence markets and employs approximately 4,500 employees.